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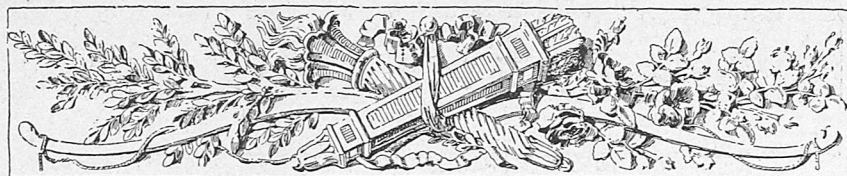


EDITORIAL ANNOTATIONS.

IN WHICH WE BEG YOUR KIND ATTENTION FOR A FEW MOMENTS.

WITH this issue of our magazine [we take] much pleasure in introducing a number of interiors of St. Louis homes, designed and decorated by The J. L. Isaacs Decorative Co. of that city. These, without doubt, will be of interest to our readers, as they show pleasing arrangements, and thoughtful care in the combining of the many little details that go toward the making up of an artistic and comfortable decorative scheme.

IN SPITE of all we have said and done to the contrary, we still meet occasionally with the statement that we are a "trade journal," from people who have known this magazine in days gone by, and under its old management. We can only repeat—and keep on repeating, until the statement is well founded in the minds of all who are interested in decorative matters—that we are a Decorative Art Journal, and that our chief aim is to be known widely as a *decorator's journal*, and a *home magazine*; treating in a simple yet practical manner of all that is new and good in this line, as well as with what is best of the old and well-established principles and designs.



AS WE have already stated, our aim is not too high above the head of a busy, every-day world; our endeavor is to place matters before our readers in a simple, readable form; and to be clean, truthful and honest in our endeavor to please and instruct such as are interested in the subjects that come within our scope. With these ends in view, our motto cannot be otherwise than *Semper fidelis*, and we will use our best endeavor to live up to it.

FROM those who are interested in these matters, and know us as we now stand, we have received much gratifying encouragement, and to these, we would say that THE DECORATOR AND FURNISHER is still far beneath the ideal that we have established as our aim and ambition. We can truthfully say that to-day we are *the only* magazine in the country, that treats of home decorative art, purely and simply, from a simple every-day, practical standpoint. We indulge in no vague theories; no wordy platitudes, nor do we advocate expensive fads and follies.

IDEAL theories, expensive decorative luxuries, and ornate "fashionable" decorative schemes, are well enough for the *Chateau de E'Spane*, but the simple American home, is a solid reality, it is here, there, everywhere about us, and the householder of even moderate means to-day, is ambitious—not for elaborate display—but to acquire the knowledge that will enable him to make his little home cheerful, tasteful, and attractive, to learn what is going on in the busy world in this direction, and how best to attain these results upon a good reliable basis, and—last but not least—at reasonable expense.

OUR laudable ambition is to supply this knowledge, as far as it lies within our power, and to be more widely and better known in the field to which we are devoted, and we feel confident that "Time, the discloser of all things," will bring this about. It will perhaps be noted that much is said in this number—both in articles and notes—upon the importance of true and good color in home decorations. We feel that too much cannot be said to impress upon the mind of the reader that this is the first, foremost and most important factor to be considered in planning the home decorations. Color is the first element that we note—intuitively or otherwise—in everything about us; in nature it is ever present; in personal adornments, we are always impressed by the display of good taste—the average woman readily appreciates this fact,—and even in music, to some minds tones and harmonious chords, suggest colors; do not false chords jar upon the nerves of the ear, as false colors on the nerves of the eye? Therefore—of all places—the home should suggest harmony, rest and comfort, and to this end color is a strong factor. Of course it is not the only factor, but it is the most important one, and as such should be given full consideration.

THE choice of colors in decoration depends largely upon the aspect of the room. A room with a northerly exposure will admit of brighter colors than a bright, sunny one. Soft hues are preferable for walls forming a background for the suitable display of pictures and ornaments. For a well-lighted room warm and rich colors are suitable, but avoid a blue ceiling, as this reflects the sunlight too crudely. If the room is not well lighted, fine, brighter (higher-keyed) colors should be selected. In all cases the ceiling should be light, and the furniture in harmony with the dominant color of the room.

IT MAY be well to state here, that we make no pretension to perfection in the "science of the beautiful," but our endeavor is to show how the simple principles of beauty and good taste may be brought into homelife, with good effects, and refining influences, and, although the subject has been well discussed by other and abler minds, there is still room for suggestions, both as regards economy, and method of ornamentation. Therefore we do not attempt to cater to the "favored few"—speaking comparatively—whose liberal means enable them to place their home adornments and decorations into the hands of experts for supervision; such need no advice here, as they have plenty of other resources. The field is open however, on the subject of simple ways from which "every-day" people may gather something of use, as well as interest.

AMONG the many books that have been written upon this interesting subject of home decoration, there is very little that can be found of practical use to persons of average means, and educated refined tastes, to assist them in gratifying their laudable ambitions in this direction, without leading them into extravagances,—and perhaps discouragement. The chief object of our mission therefore is to be of some practical use to those who are trying to make the journey of life more enjoyable by pleasant surroundings; to this end we now—and shall always—endeavor to fill our pages with matters of interest, that our readers may be able to find something to adapt to their own personal conditions and requirements.

WE WISH to call the attention of the interested amateur to the awards in the second of the series of prize competitions, where the accepted designs are shown with their descriptions. In our June issue we will announce the third of this series, with the prizes offered, which, we trust, will be found as interesting and meet with as full and prompt a response as did the one just closed. We are desirous of again calling the amateur's attention to the necessity of keeping within the conditions and requirements of the competitions as published. Several designs in the last competition were inexpedient on that account.

